

# Penny Locaso

## *Behavioural Scientist, Impact Mentor and Author*

Voted one of the most influential female entrepreneurs in Australia, Penny Locaso is on a mission to empower 1 million impact-driven women to change the world for the better.

With a rich background as a highly credentialed behavioral scientist, impact expert, and mentor, she has a proven track record of helping professional women define their impact, own their voices, and carve out opportunities that establish them as sought-after experts.

Penny's impact-driven journey started when she turned her life upside down in pursuit of happiness, leaving a 16-year executive career in a global giant, relocating her family from Perth to Melbourne, and starting her impact-driven company, HackingHappy.co.

With over 20 years' experience in enabling intentional adaptability and impact Penny's calling is to elevate the confidence and influence of women in systems of power driving a more inclusive future.

Penny works with governments, corporations, and educators to create opportunities for diverse women to confidently own their power as an expert and become role models for the next generation.

She has partnered with the likes of Google, Microsoft, Booking.com, Salesforce, Deloitte, and LuluLemon, to name but a few.

Penny is a groundbreaking published researcher with her most recent study, Hidden Figures, exploring how a woman's relationship with the word "EXPERT" impacts her ability to become one. The profound insights aim to disrupt the disturbing reality that women make up only 30% of experts on stages globally and less than 14% of media expert voices in Australia.

Alongside Penny's entrepreneurial endeavours, she is the published author of Hacking Happiness, a Harvard Business Review contributor, a faculty member at the esteemed Singularity University, a passionate yoga teacher, an Honours Psychology student and a trauma-informed therapist having studied with world-renowned teacher Dr Gabor Mate.

Women of impact are made not born. Imagine the impact your women could create with Penny as



their guide.

***Penny Locaso Talks About:***

**The Expert Effect: The groundbreaking secret to advancing female leaders**

Transforming Perceptions of the word expert to unlock influence, impact and equality.

**The Busy Shall Inherit The Future The Intentionally Adaptable Will Shape It**

Reframing our relationship with busy to unlock healthy sustainable high performance.

**Flourishing Is Not a Luxury It's a Necessity**

Learning to work with your biology to elevate your energy, influence and impact

**Fear Is Your Future**

Learning how to use fear as the gateway to shaping the impact you seek to have and becoming the leader you long to be.

**The Intentionally Adaptable Leader**

Step out of survival mode and into intentional action. A Masterclass designed to empower leaders to stop reacting and instead start intentionally adapting. Using Penny's world-first Intentional Adaptability skills framework leaders will redefine leadership in a way that unlocks healthy and sustainable high performance in themselves and others.

**Testimonials**

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“ I had the honour and the pleasure to host Penny as a keynote speaker at our Booking.com annual meeting in Amsterdam. She delivered a great experience and an extremely inspirational speech in front of a couple of thousand people.

- **Booking.com**

“ Penny was passionate, articulate, dynamic and added a lot of value to our panel discussion at the Salesforce World Tour Sydney. She was also a delight to deal with and we would love to work with her again - and suspect we will!

- **Salesforce Asia Pacific**

“ Penny spoke at our recent International Women's Day event and was fantastic. She was engaging, interesting, interactive, genuine and inspiring. Her experience and story resonated so well with our audience, and we know this from the volumes of positive feedback on Penny's

presentation. She was also a pleasure to deal with and will certainly use her again.

**- Association Of Treasury & Finance Australia**

“ We were looking to drive some ‘outside the box’ conversations this International Women’s Day, and Penny certainly delivered! Her... keynote was both inspiring and informative. It helped to move the conversation beyond the traditional conversations about gender, and into the realms of creating a future one success (and mistake) at a time. Our employees left feeling motivated and asking themselves the question ‘What can I do to prepare myself for the future, today?’

**- Medibank**

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[VIDEO OF SPEAKER](#) 